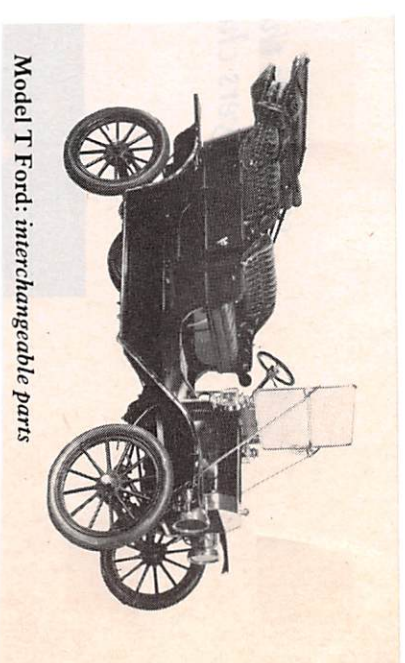
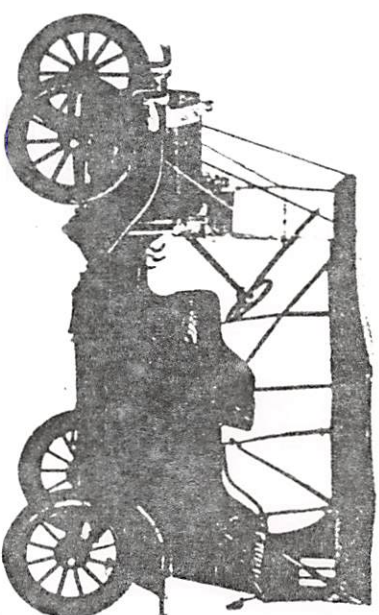


In 1914, an Early Assembly Line Was Used to Build Model T Automobiles in the Ford Plant at Highland Park, Mich.

Ford Motor Company

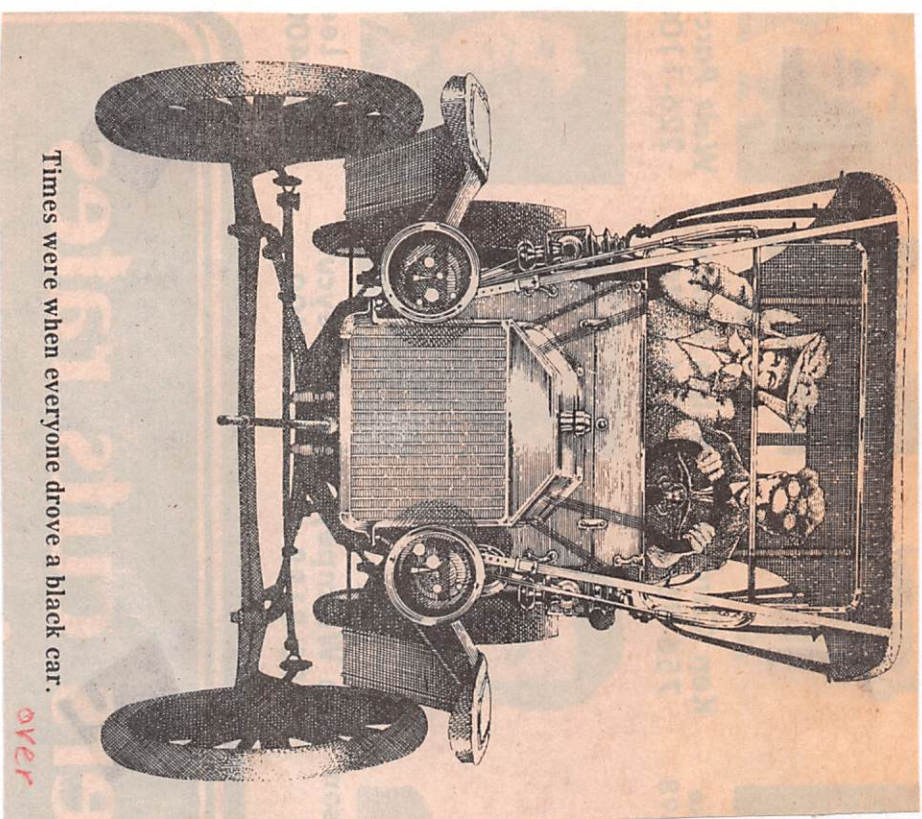


1908-1915 - The old Ford was a common means of travel in Utah during those hectic years. The touring car indicated progress between the ox team and the limousine of 1929.

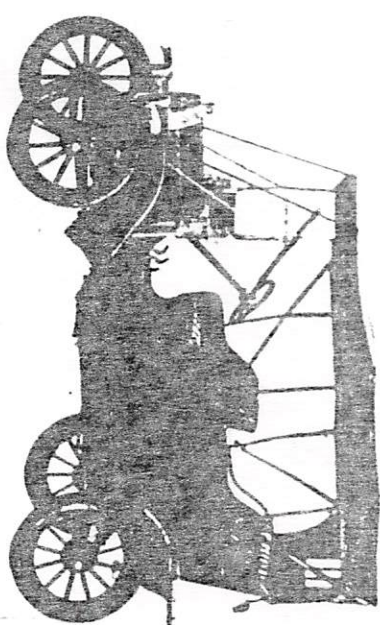


Model T Ford: interchangeable parts





1908 - 1915 - The old Ford was a common means of travel in Utah during those hectic years. The touring car indicated progress between the ox team and the limousine of 1929.





# Can Color of Your Car Really Make You More Successful?

By Richard Harris

My grandfather's first car was a Model-T Ford, and like all new Model-Ts, it was black.

Some habits are hard to break. Grandad continued to drive black cars until the day of his retirement, when he headed for Florida in a new flame-red convertible he called his "freedom machine."

I used to think Grandad was a bit eccentric, but the current "Color Me Beautiful" trend has led me to rethink the question of car colors.

Does the color of your car improve your public image, boost your chances for success and lead to romance and self-fulfillment?

Humorist and fashion-industry iconoclast Carl Franz, author of "Color Me Macho (Or Don't Color Me at All)," thinks not. "I recommend brown," he says. "You'll save a fortune on trips to the carwash."

But expert opinions differ. After searching the "color consultant" listings in the yellow pages, I contacted Sally Ann Cremaillere, who advertises "a brand-new you in just 10 days through the magic of eye shadow," and asked what she thought about car colors.

"Well," she responded, "naturally a car should match the driver's shoes and handbag. So if you're a Pisces you'd drive a pink car, and ...."

Finally, I phoned one of the Big Three automakers, where I spoke with someone in customer preference research. "Color can increase a car's marketability," I was told. "A whole staff of experts here devotes a lot of time and effort to predicting next year's favorite car colors."

Car manufacturers are acutely aware of how a car's paint color affects its saleability. And they consult color-trend forecasters in the clothing, home-furnishings and building-products industries in a continuing attempt to keep on top of new color fashions and fads.

Car-color consciousness reached its creative height in 1970, when catchy names for new hues came into vogue. American Motors offered cars in Big Bad Orange, while General Motors countered with Hugger Orange and Panther Pink. But Ford was the winner, hands down, of the cute-colors competition. That company featured shades called Freudian Gilt, Hulla Blue, Bring 'em Back Olive and Anti-Establish Mint. No kidding — you can still buy factory-match touch-up

paint in any of these colors.

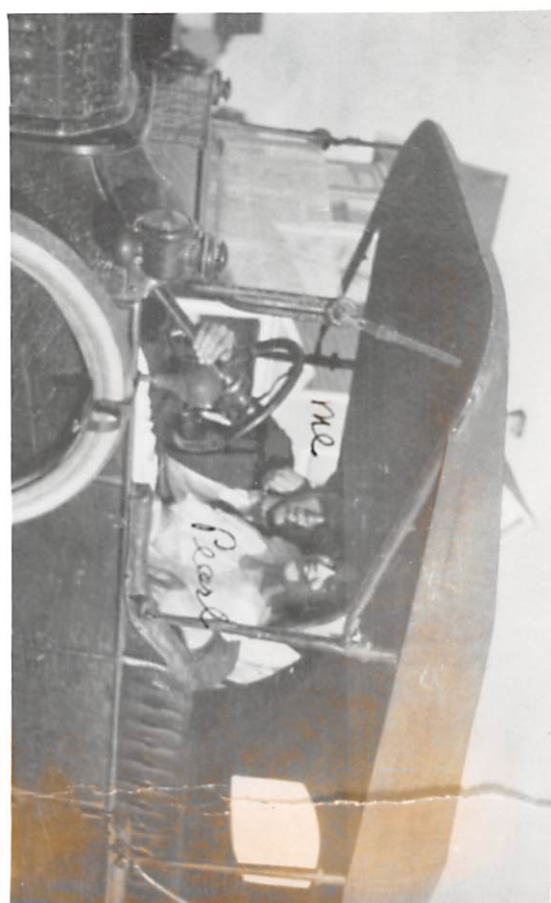
Today, according to the Automotive Information Council, the most popular colors for new vehicles include light red-brown, white, dark blue and light blue. Silver is also "in" for full-sized and intermediate-sized cars; red is in for compact cars and pickup trucks; and light gray is in for pickup trucks only.

The color of a used car can affect its saleability, too. The consulting firm of Runzheimer & Co., Inc., recently completed a used-car preference study and concluded that a car's color can make a difference of up to \$300 in its resale price. The favorite used-car colors, according to the study, are beige and bright red.

So if you're considering selling

your car and it's one of these colors, you could be in luck! If, on the other hand, you're shopping for a used car, you'll be in a much better bargaining position if you're considering a dark-colored car. Peculiar paint jobs — two tones, polka dots or late-'60s-style do-it-yourself spray-paint murals — lower a used car's value even more, as does any paint job that's a different color from the original.

I recently found a deal I couldn't pass up on an old Studebaker that had been painted Pagan Purple. When I showed it to Franz, he said, "Well ... um ... yeah, it makes you look much slimmer." But Ms. Cremaillere's only comment was "Yuchhh!" As I said, experts differ.



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